



**Missouri Travel Barometer**  
**January 2015 Report**  
**(Data available as of 02/17/15)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, "How is tourism doing statewide?" Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**January Report Highlights**

**Lodging Statistics: 2014 Calendar Year to Date through December**

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown strong growth in ADR and RevPAR while other states are showing strong growth in Occupancy and Demand.

**Missouri Lodging:**

Demand up 4.6% -- Occupancy up 4.5% -- ADR up 5.3% -- RevPAR up 10.0%

**SIC Tourism business sales and tax collections: 2014 Calendar Year to Date through November**

- For FY14, a 4.8% (\$531.8 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- In CY14, a 4.4% increase (\$457.8 million) is indicated from preliminary reports on 17 SICs for January - November

**Website Visits: 2015 Calendar Year to Date through January**

- Total web visits (main site and mobile visits) were up 38.6% for January 2015 compared to January 2014

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is based on travel interests): 2015 Calendar Year to Date through January**

- For the month of January compared to last January, there was a 170% increase

**Welcome Center visits: 2015 Calendar Year to date through January**

- For the month of January compared to last January, there was an 14.9% decrease

**Commercial airport deplanements: 2014 Calendar Year to Date**

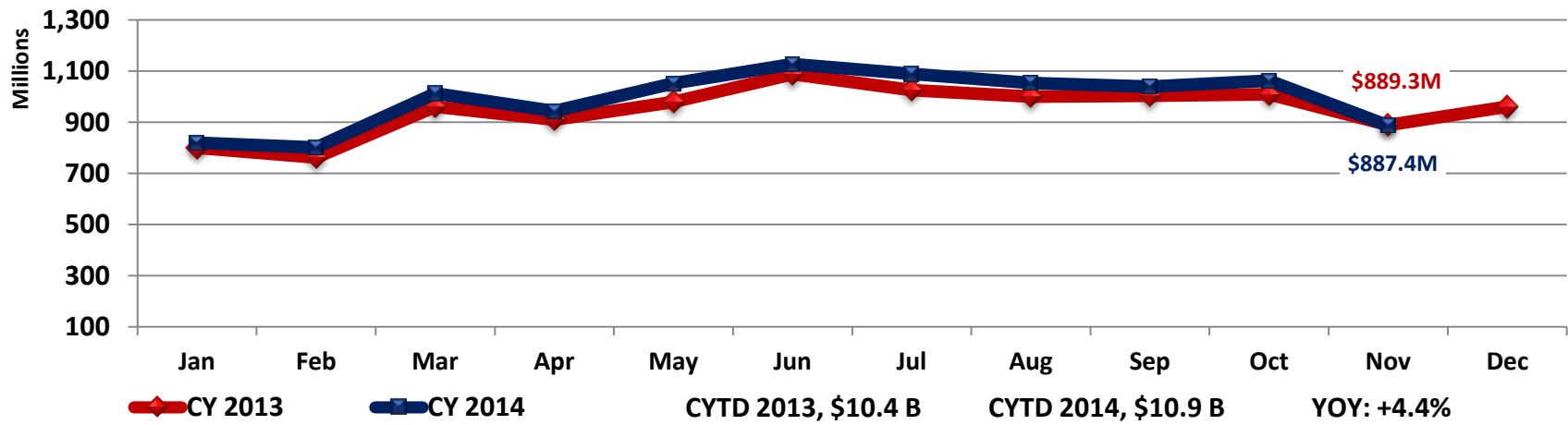
- KC up 4.9% for Jan-Dec 2014 CYTD
- St. Louis down 1.4% for Jan-Dec 2014 CYTD
- Columbia up 21.3% for Jan-Dec 2014 CYTD
- Springfield up 11.7% for Jan-Dec 2014 CYTD
- All airports up 1.1% for Jan-Nov CYTD

**nSight-Searches and Bookings on third-party travel websites**

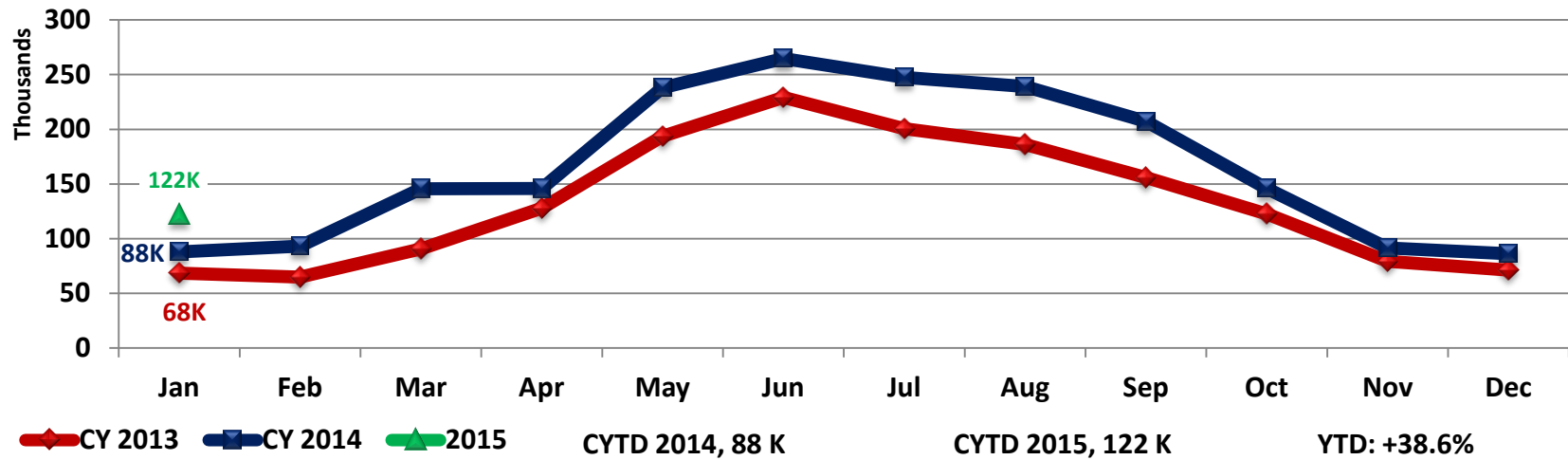
- Conversion for travel (Booking) to Missouri across third-party sites was up 50.1% during January compared to last January
- Top Search (Looking) OOS Target Markets are Chicago, Dallas, Minneapolis, Houston, Little Rock
- Top Converting (Booking) OOS Target Markets are Chicago, Dallas, Houston, Minneapolis
- Looking ahead for travel in March and April, Booking is up 34.7% compared to the same time last year

*Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight*

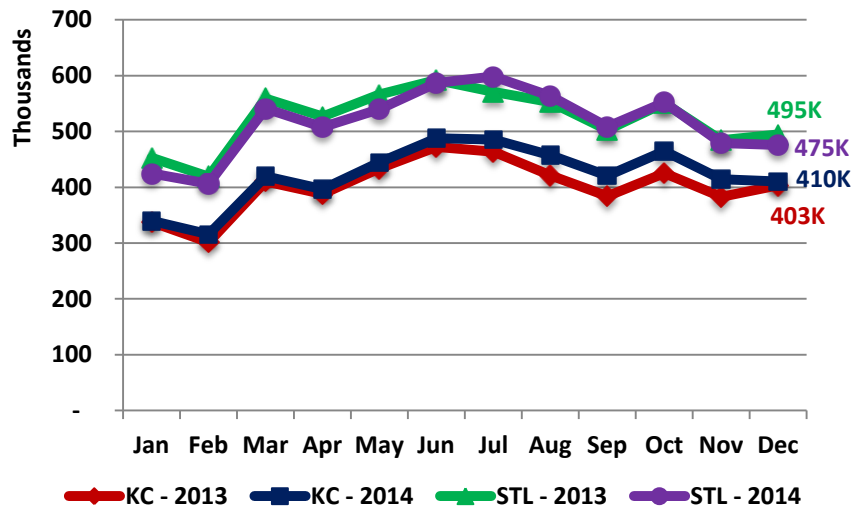
### Sales Revenue from 17 Tourism SICs



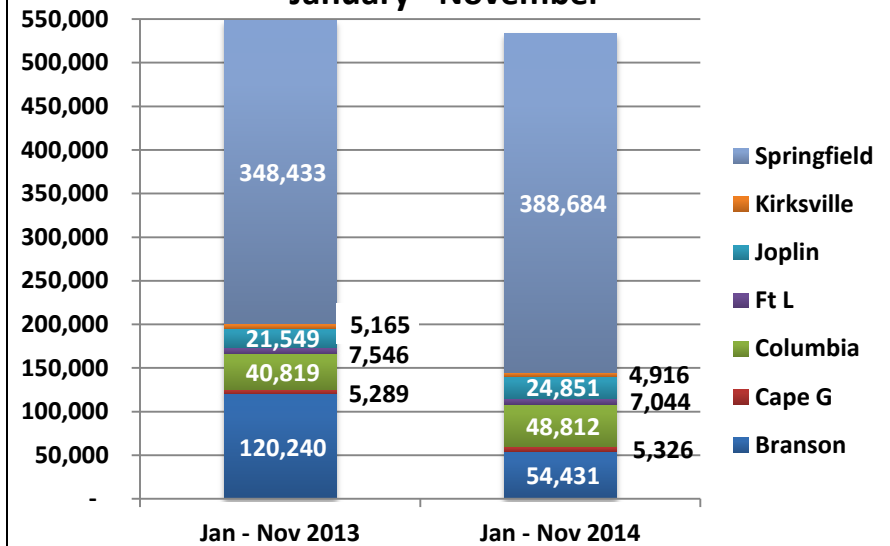
### Total Web Visits



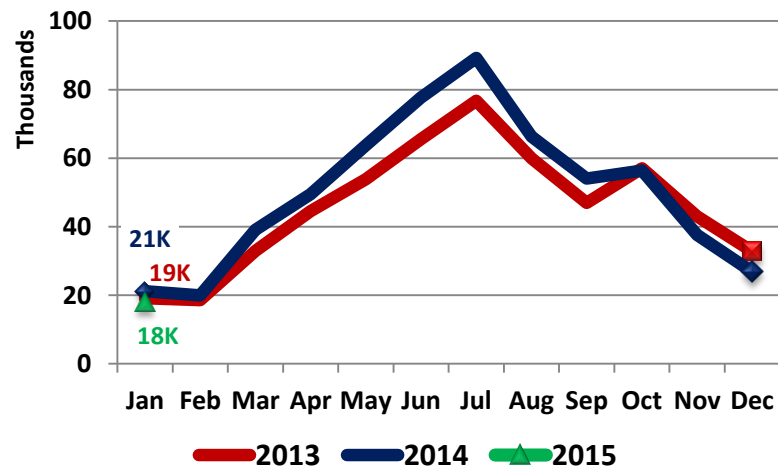
### KC & STL Airport Deplanements



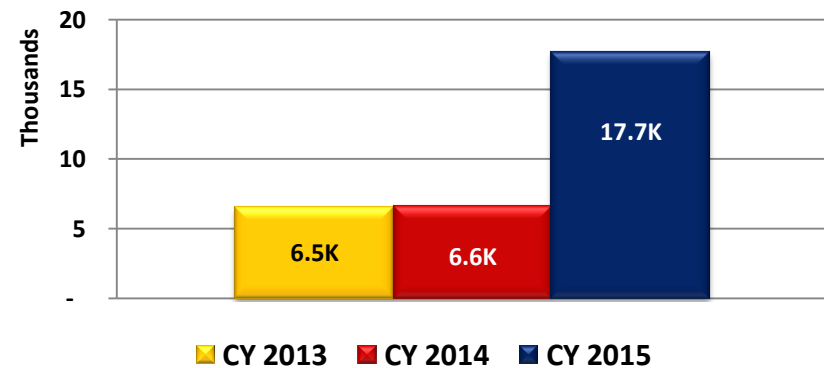
### All Other Airport Deplanements January - November



### Welcome Center Visitors



### CYTD Responses thru January



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.